



EUROPARC
Conference 2018
Cairngorms National Park
Scotland

Strategies and Practices for Managing Levels of Visitor Use

The Case Study of the Průhonice Park

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Presentation Content

Direct



- Rules
- Regulations
- Law enforcement

- **The Faial (Portugal)** – Direct & indirect strategies in the management plan conception

Indirect

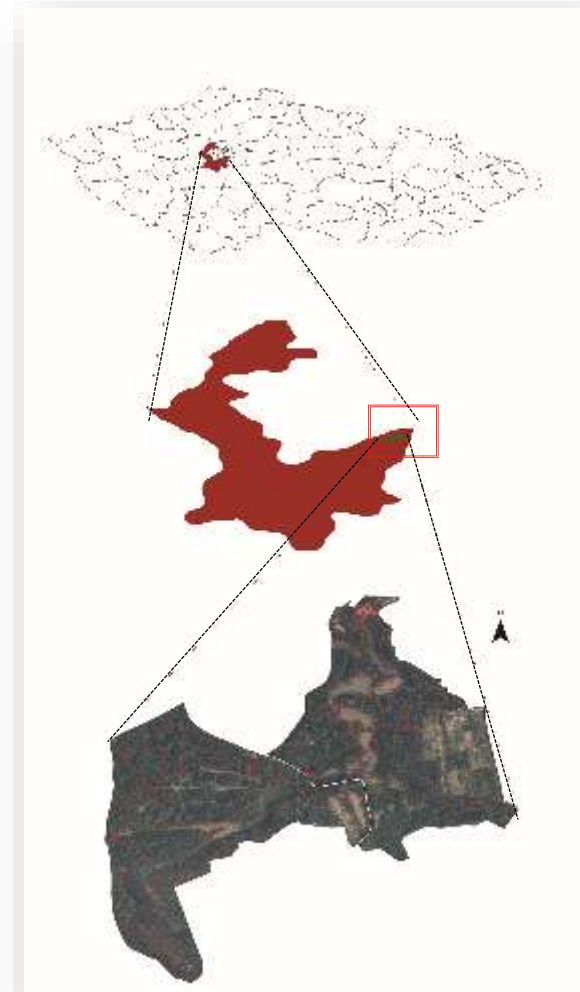


- Information/education
- Site design/facility development/maintenance
- Use rationing and allocation
- Zoning

- **The Průhonice Park (Czechia)** – Indirect strategies and practices to manage different levels of visitor flow, temporally and spatially

Průhonice Park


- **Location:** 15 km from Prague city centre
- **Area:** ± 250 hectares
- **Trail system length:** ± 30Km
- **Landscape values:** Vegetation
- **Landscape pressures:** Tourism demand (short periods)
- **UNESCO World Heritage Site**



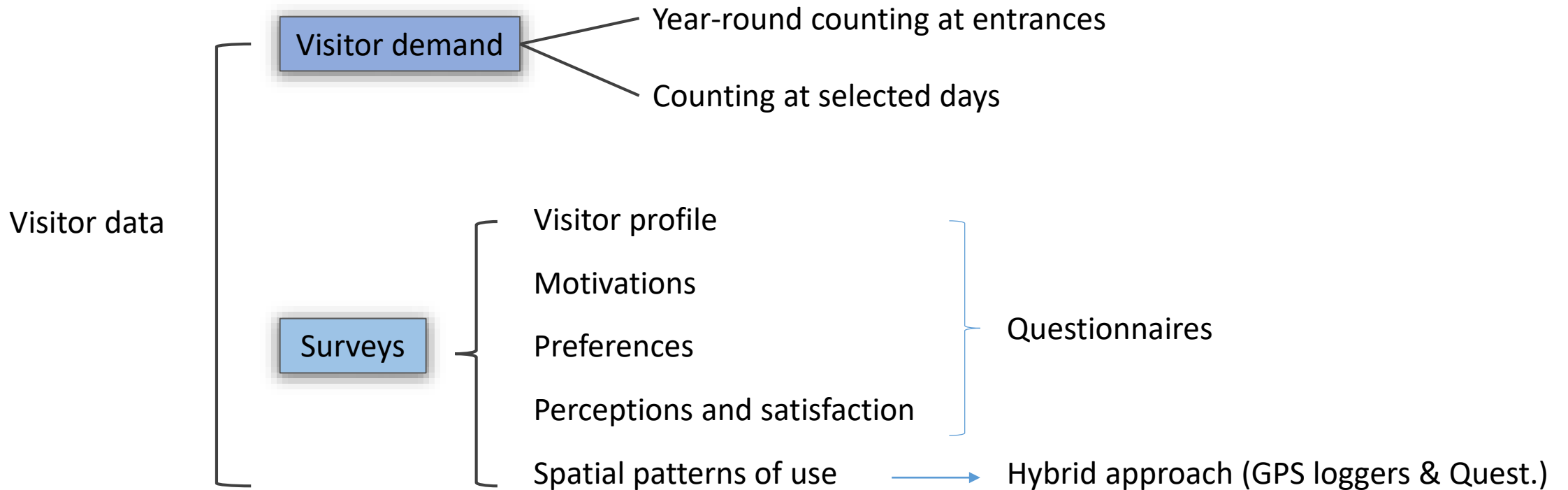
Průhonice Park



Research Program

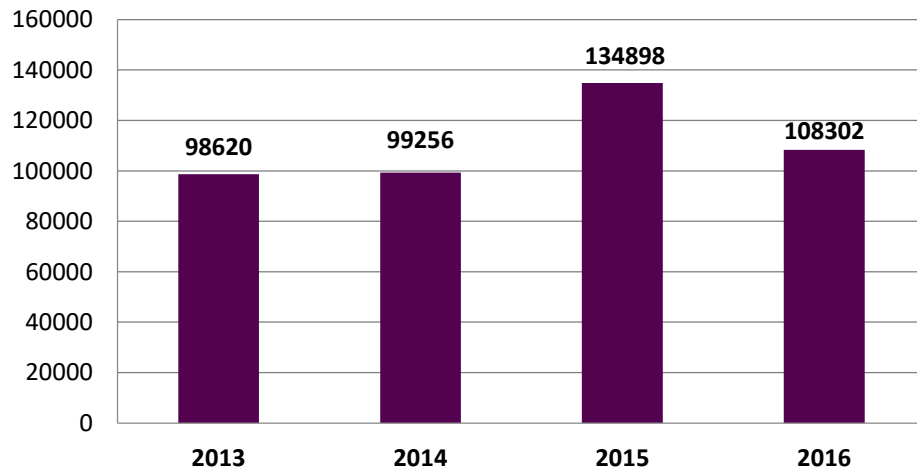
- Estimation of visitor demand – *how many visitors?*
 - Visitor profiling and analysis of visitor motivations, preferences and perceptions – *who are they?*
 - Understand the spatial and temporal patterns of visitor use – *where are they going?*
- 
- Define **strategies and actions** to manage the different levels of use, spatially and temporally
 - Define **management zones** coping with existing levels of visitor use

Visitor Data - Understand the visitors, to know how to manage them!!

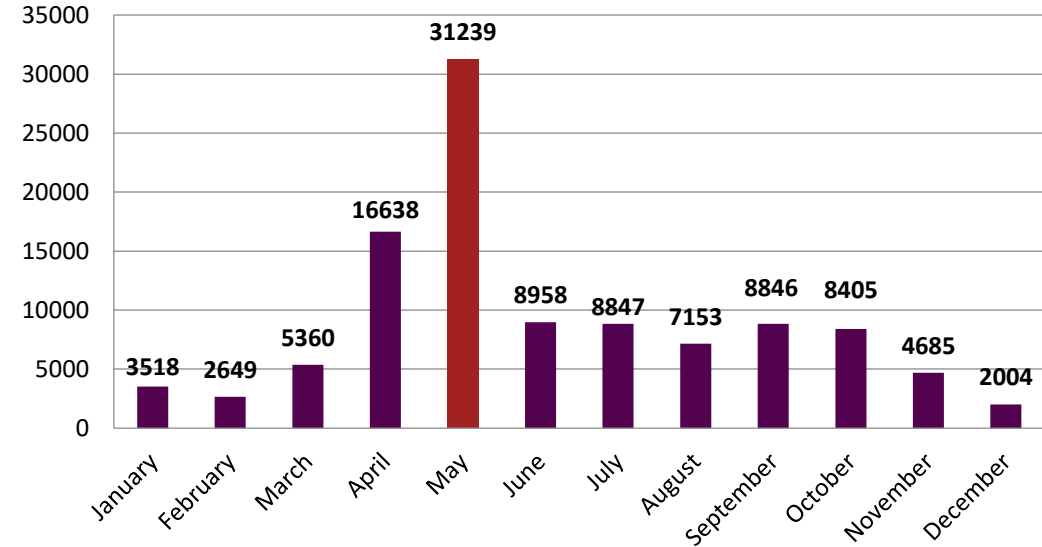


Visitor Demand (temporal patterns)

Total visitors/year

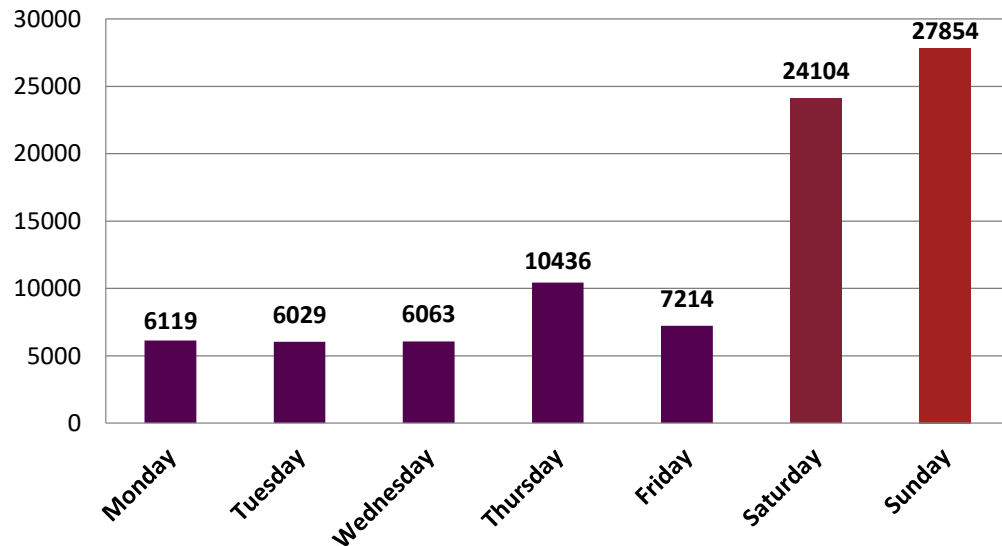


Number of visitors/month (2016)

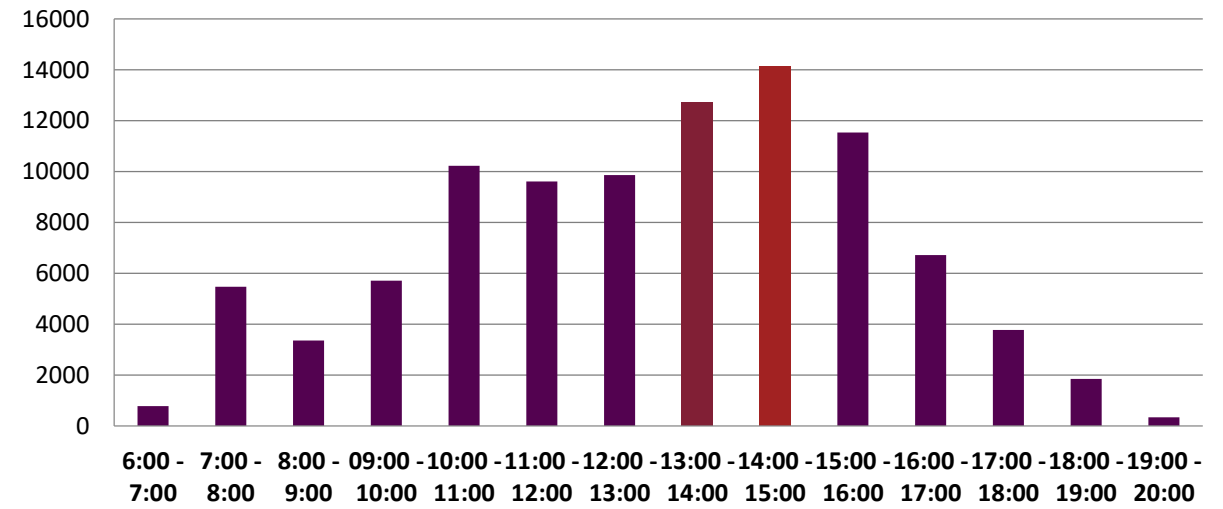


Visitor Demand (temporal patterns)

Days of the week (May 2016)



Entry hours (2016)



Profile, Motivations, Preferences and Perceptions

Prüthonice Park Visitor Survey

Dear visitor,
It is an aim of this question form to characterize the visitors of Prüthonice Park, their experiences, perceptions, and behavior regarding the leisure and recreation activities inside the Park.
Please answer the following questions to the best of your ability. This form is anonymous.

1. Including this visit, approximately how many times have you visited Prüthonice Park?

- 1 (First time) 2-5 times 16-20 times
 11-15 times 17-25 times >25 times

2. What do you consider the frequency of your visits during all year?

- 1-3 times/year 4-10 times/year 11-25 times/year >25 times/year

3. Including this visit, approximately how many hours do you spend visiting the park per day?

- <1 hour 1-2 hours 3-6 hours >6 hours

4. Number of visitors accompanying you: _____ and characteristics of group composition:

- Alone Family Friends Other: _____

5. Which of these three statements best described your visit to the Prüthonice Park:

- Visiting the Prüthonice Park was the primary purpose of my trip.
 Visiting the Prüthonice Park was a part of a larger trip.
 Visiting the Prüthonice Park was something I've decided to do after arriving in the area.

6. Including this visit, what kind of activities do you usually practice in Prüthonice Park?

- Walking Viewing plants/flowers Picture taking...../ Other: _____

7. What is the primary motivation of your visit today?

- **Structure:** 15 questions
- **Survey length:** 12 days (weekdays and weekends)
- **Length:** max. 15 min
- **Participatory monitoring:** local community members and students

- Repeated every year (locals/tourists and winter/summer)

Profile, Motivations, Preferences and Perceptions

■ Visitor characteristics:

- 60% - female
- 40% - 26 to 40 years old
- 53,5% - college or higher degree
- 56 % - from Prague region (NUTS 3)
- 33% - first visit to the park
- ±50 – visit 1 to 5 times a year

■ Visit characteristics:

- ±50% - accompanied by 1 person, mainly family
- 65% - 1 to 3h of visit
- 80% - visit PP was the primary motivation
- Popular activities - walking, taking pictures and view plants and flowers

Spatial Patterns of Visitor Use

Prithonice Park Visitor Survey

Dear visitor,
It is an aim of this question form to characterize the visitors of Prithonice Park, their experiences, perceptions, and behavior regarding the leisure and recreation activities inside the Park. Please answer the following questions to the best of your ability. This form is anonymous.

1. Including this visit, approximately how many times have you visited Prithonice Park?

First time 2-5 times 6-10 times
 11-15 times 16-25 times >25 times

2. What do you consider the frequency of your visits during all year?

1-5 times/year 6-10 times/year 11-25 times/year >25 times/year

3. Including this visit, approximately how many hours do you spend visiting the park per day?

1 hour 1-2 hours 3-6 hours >6 hours

4. Number of visitors accompanying you: _____ and characteristics of group composition:

Alone Family Friends Other: _____

5. Which of these three statements best described your visit to the Prithonice Park?

Visiting the Prithonice Park was the primary purpose of my trip.
 Visiting the Prithonice Park was a part of a larger trip.
 Visiting the Prithonice Park was something I've decided to do after arriving in the area.

6. Including this visit, what kind of activities do you usually practice in Prithonice Park?

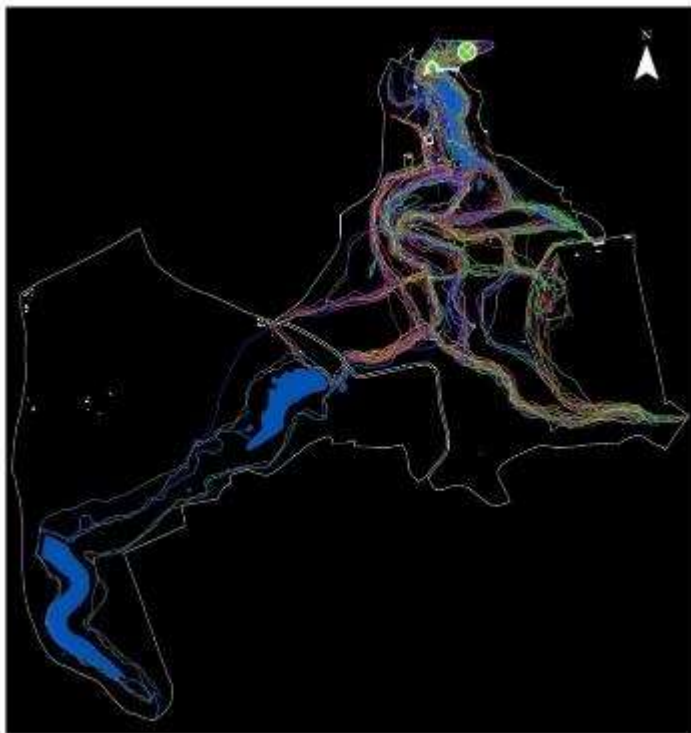
Walking Viewing plants/flowers Picture taking..... Other: _____

7. What is the primary motivation of your visit today?

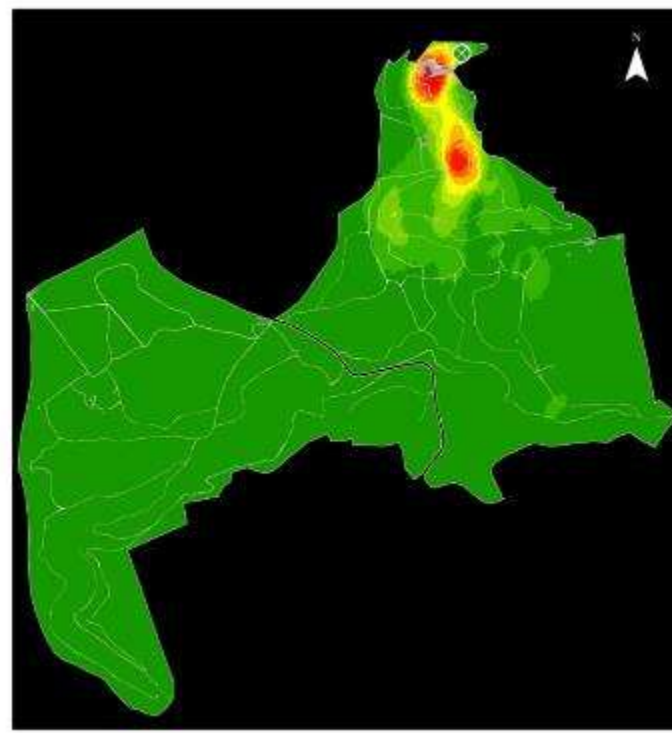
- **10 questions** (visitor and visit characteristics)
- **11 random days** (weekdays & weekends)
- **Google maps weblink** and KML file shared



Spatial Patterns of Visitor Use

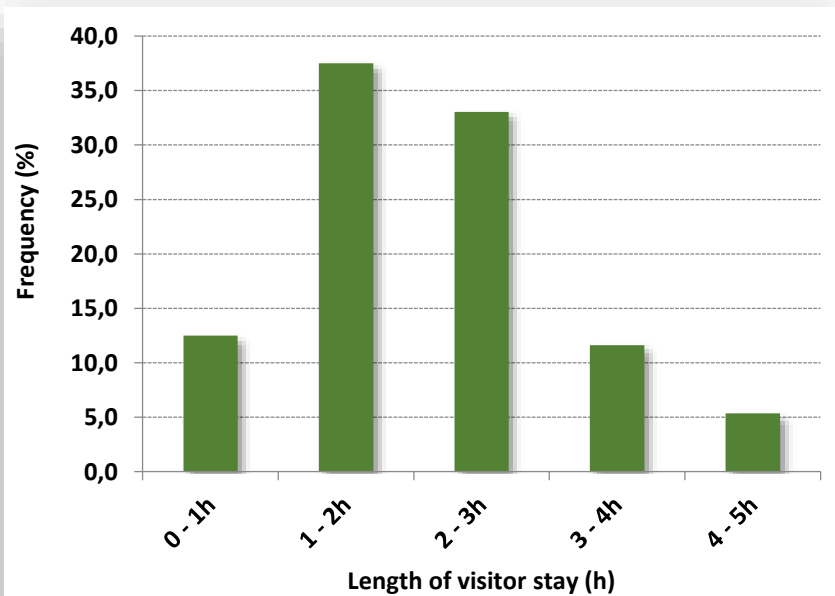


Visitor tracking routes

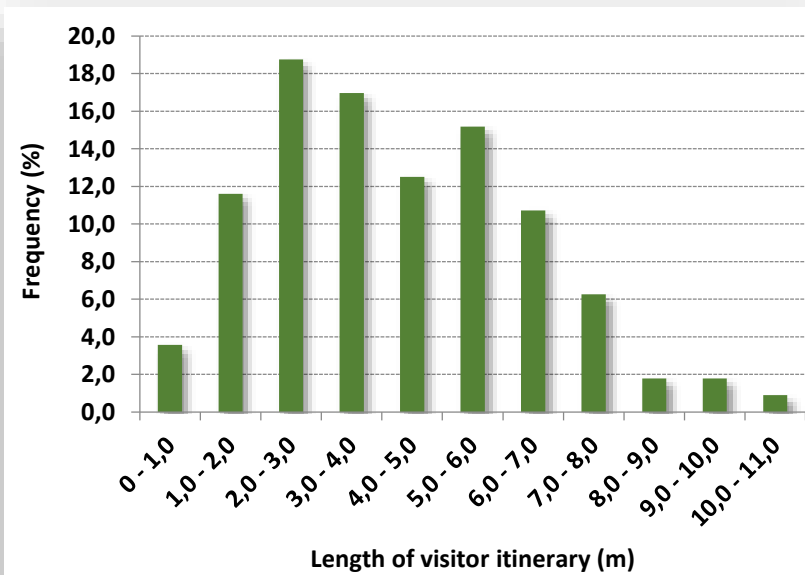


Density analysis – intensity of use

Spatial Patterns of Visitor Use



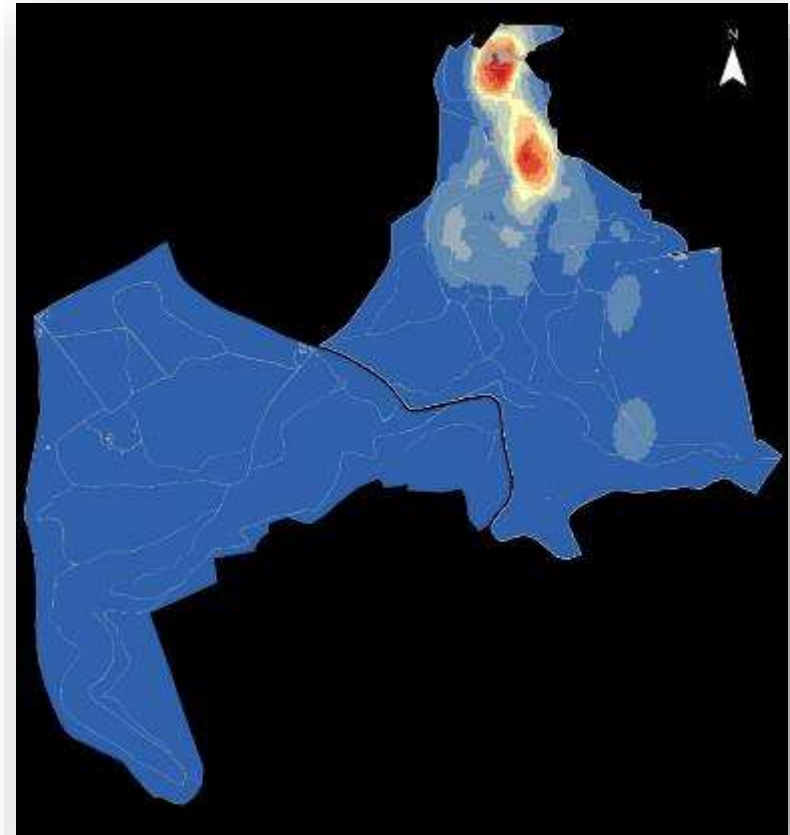
Temporal patterns of visitor use



Spatial patterns of visitor use

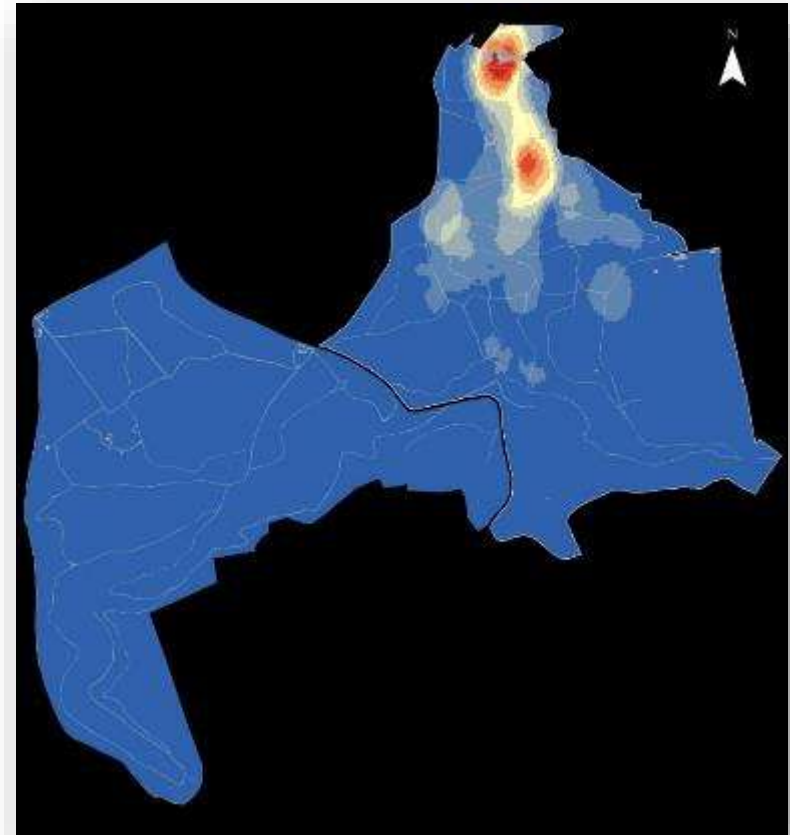
Models of Visitor Use

> 65 years living near
Průhonice



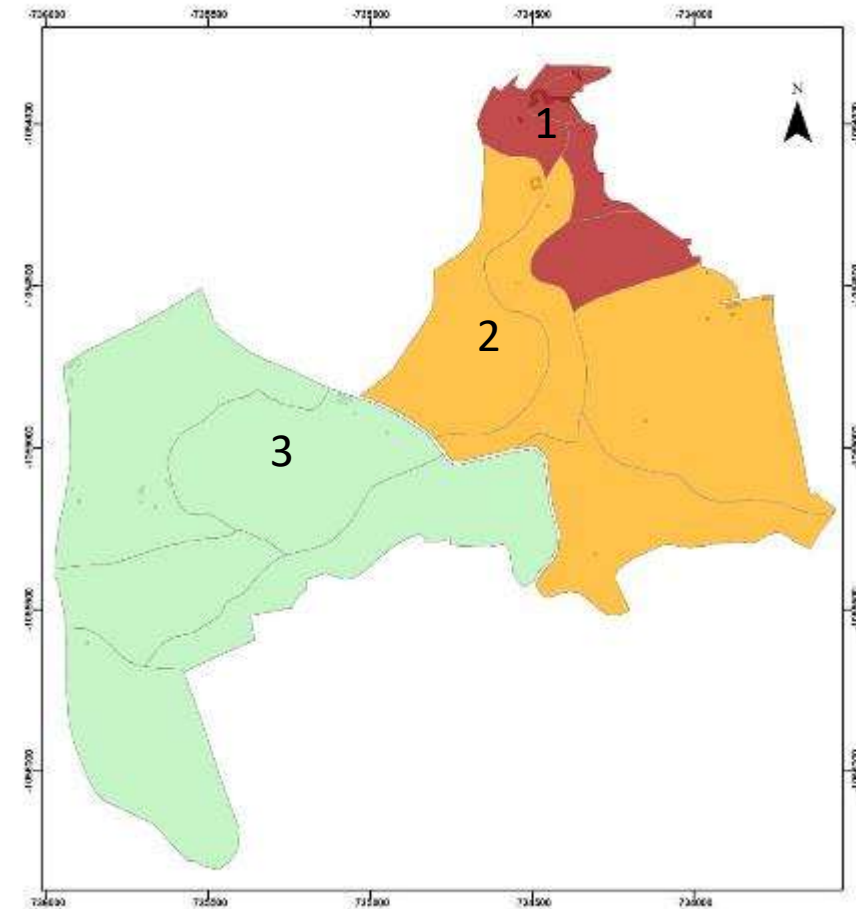
Models of Visitor Use

> 65 years living out of
Průhonice



Strategies and Actions Employed

- **Zoning** coping with existing levels of visitor use and visitor type
- ❖ **Zone 1** – High intensity of use; tourist or regional visitor(visitor type 1), more managerial resources invested (maintenance, hard trail surfaces)
- ❖ **Zone 2** – Medium intensity of use; mainly regional visitor - Czech, medium managerial resources invested
- ❖ **Zone 3** – More “Wild”, Local user; less resources invested



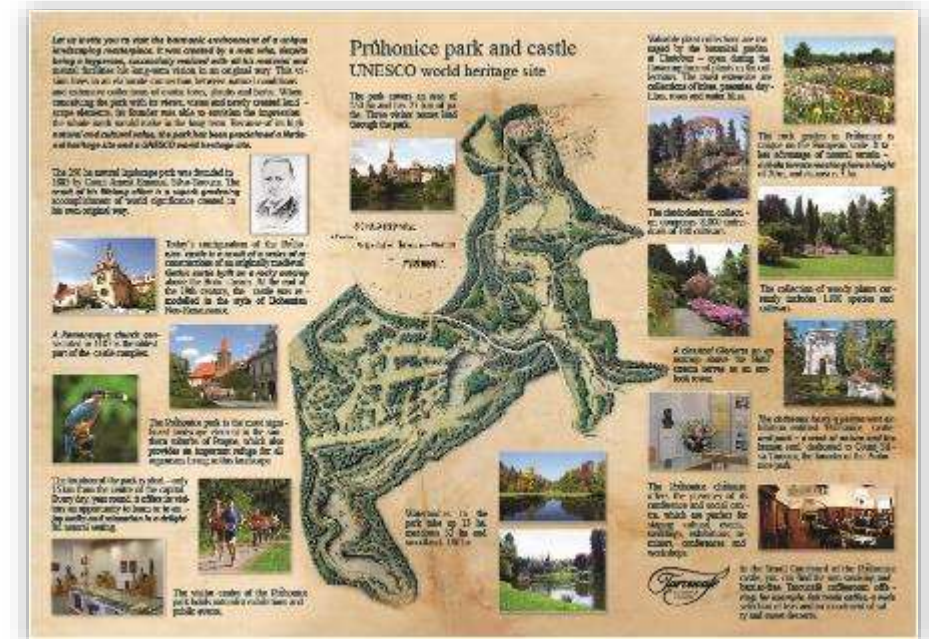
Strategies and Actions Employed

- Visitor education about the values and rules in place

Zone 1



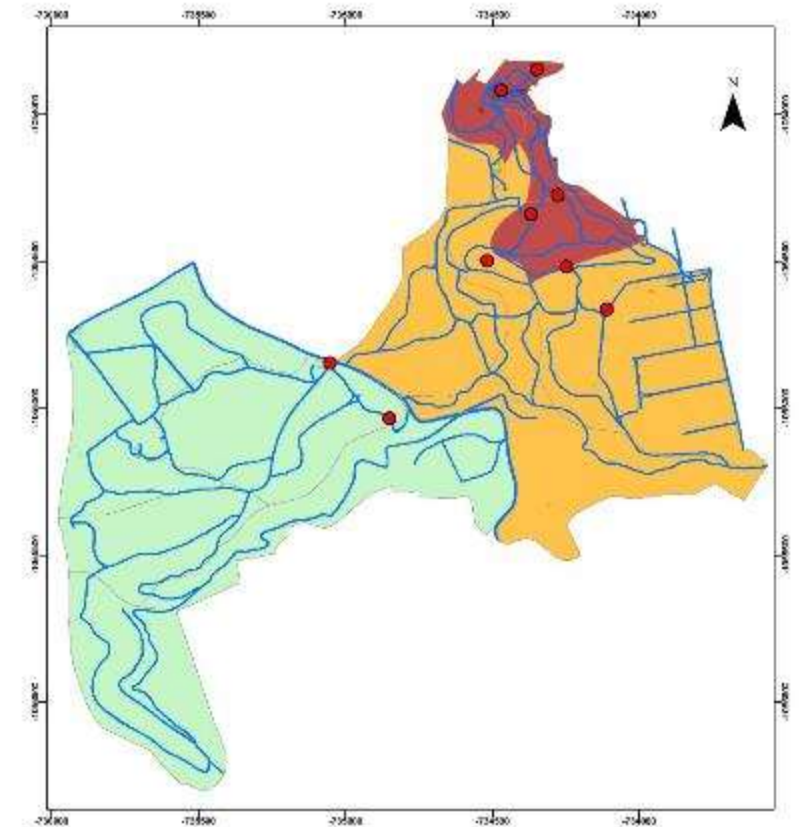
Zone 2



Strategies and Actions Employed

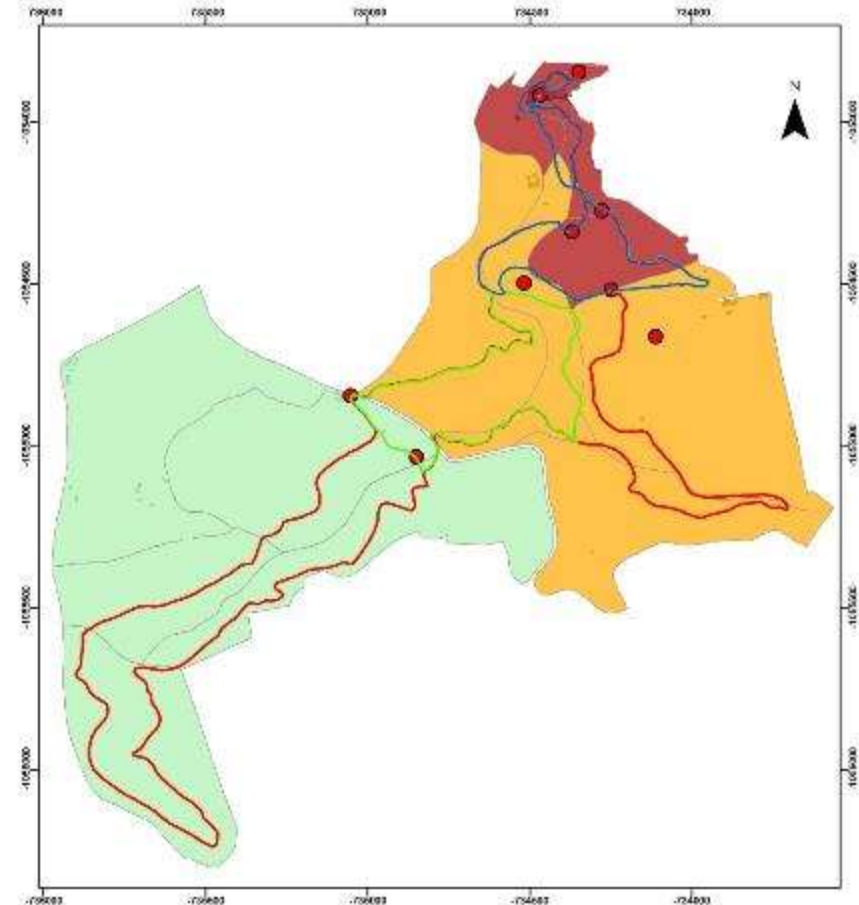
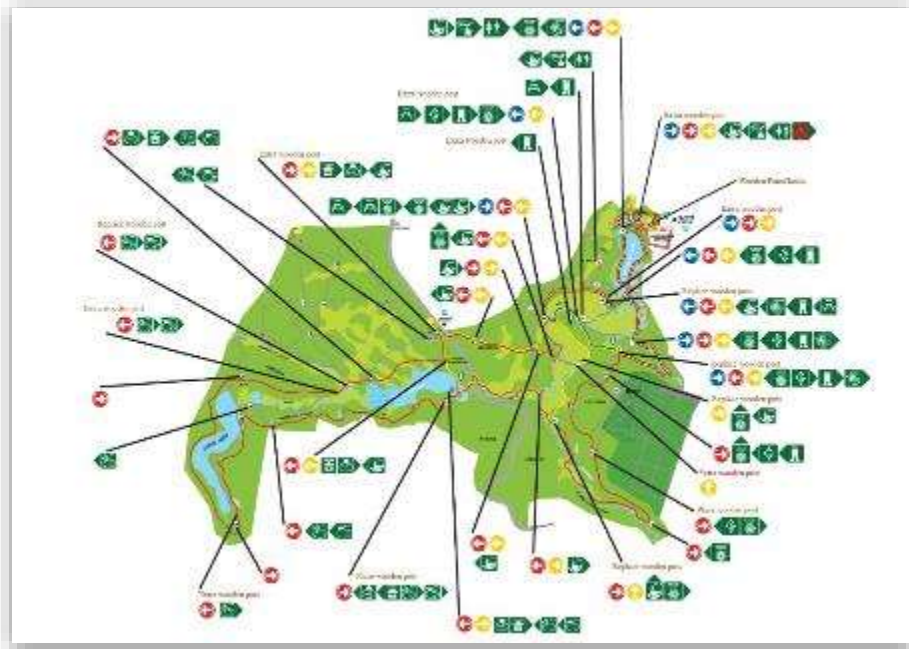
- Educate visitors about the values and rules in place

New info panels with information matching the different zones



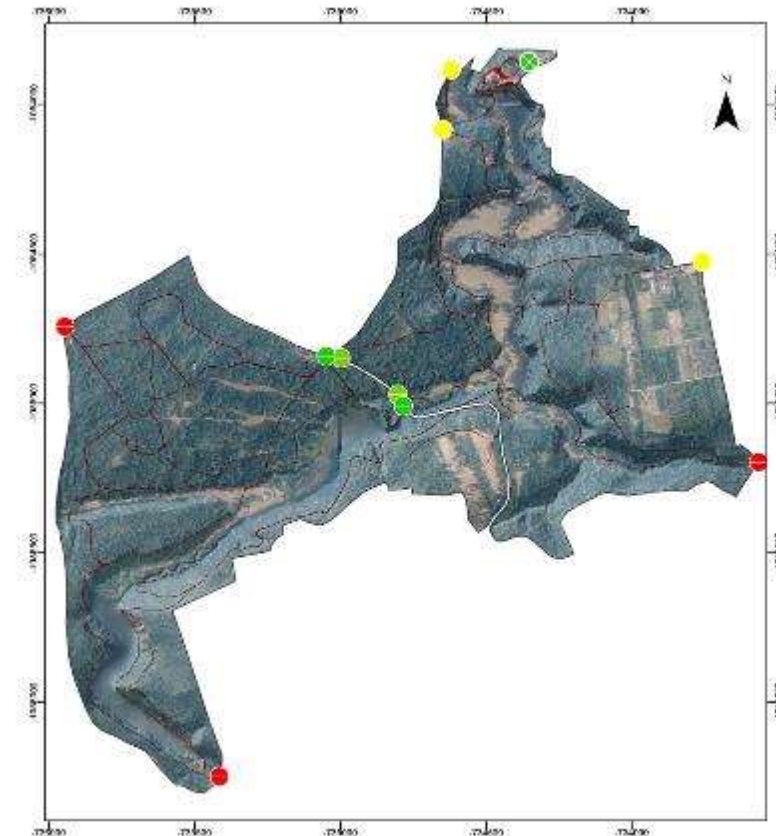
Strategies and Actions Employed

- Site design, facility development and maintenance



Strategies and Actions Employed

- Site design, facility development and maintenance



Strategies and Actions Employed

- Site design, facility development and **maintenance**



Zone 1



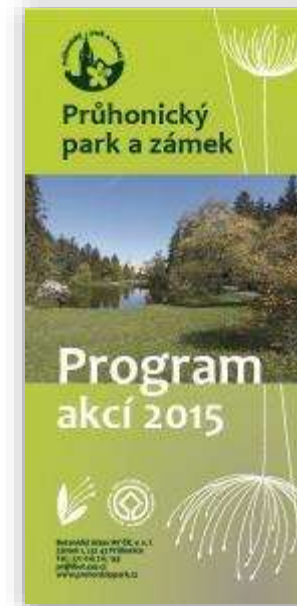
Zone 2



Zone 3

Strategies and Actions Employed

- Redistribute use temporally and spatially (always considering the user type)



Conclusions | Final notes

- Frame the problem and understand the context
- A clear understanding of management objectives and policy is necessary for deciding the strategies and actions
- Indirect management strategies are often preferred but direct strategies sometimes are necessary or more effective
- Monitoring is essential for effective management of visitation. Understand your visitors to know how to manage them



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Thank you!

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